
Case Study: BCG / BCG Digital Ventures Wayfinding

Client: BCG / BCG Digital Ventures

Contractor: Overbury PLC Major Projects

Architect: Piercy&Co

Project Managers:

ARC UK – John Perrott, Kevin Durrant.

Studio Manager: ARC UK – Rhys Burton

Project Title:

BCG / BCG Digital Ventures Office Signage Graphics

DESIGN

Overbury commissioned ARC in 2020 for the BCG and BCG Digital Ventures refit projects to design and create and install all the wayfinding graphics. ARC prototyped each sign and worked with the Architect and Overbury against the timeframe to completion.

PROJECT

3 months start to finish.

CLIENT RESPONSE

Extremely happy with the quality and finished result.

Please see the following pages for examples of the work produced.

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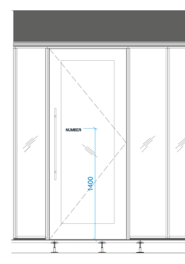
BCG 80 Charlotte Street Office Wayfinding Signage

OVERBURY / BCG 80 Charlotte Street Install Guide

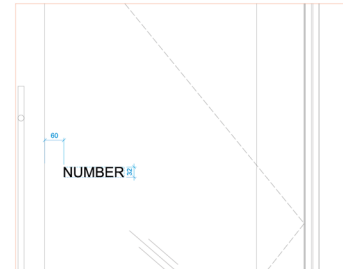
16 June 2021 v1.0



VINYL POSITION GUIDES DOOR NUMBERING



Top of number should be positioned 1400mm from floor

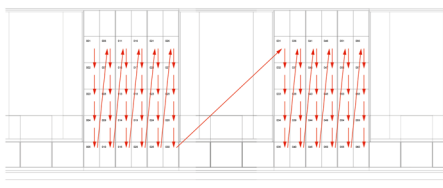


Detail: Number position, 60mm to left side of glazing, always on handle side
To be viewed correctly from Corridor side.

See floorplan of each floor for locations

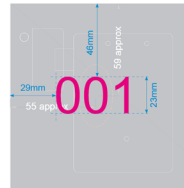


VINYL POSITION GUIDES LOCKERS



Numbers should start top left and first go down the column, then proceed to the top of the next column, going down each column in turn.

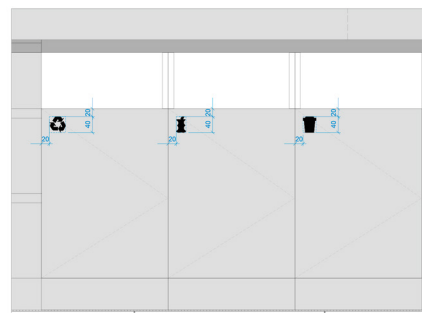
Detail: top left of locker door



See floorplan of each floor for location of Lockers
Numbering should start on set of lockers 1 on each floor then continue to the next set in order as indicated (i.e. set 1, 2, 3, etc)



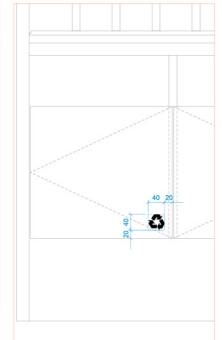
VINYL POSITION GUIDES ICONS



Tea Points
Icons are positioned 20mm from top left side of cupboard doors

See floorplan of each floor for locations

End of Desk units / Print Points. Detail:
Icons are positioned 20mm from bottom right side of cupboard doors.



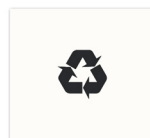
VINYL POSITION GUIDES ICON COLOUR REFERENCE GUIDE



TEA POINT LEVEL 05



TEA POINT LEVEL 06



PRINT POINT ALL LEVELS



TEA POINT LEVEL 07



TEA POINT LEVEL 08



END OF DESK UNIT ALL LEVELS

See floorplan of each floor for locations



LEVEL 5



ROOM NUMBERING PRINTED VINYL CUT LETTERING

Room numbering includes floor and zone prefix:
5A - 5B - 5C - 5D
followed by room number, i.e. 5C.37

Rooms with Vinyl Cut Lettering room numbering are indicated in Red for example 04.
The Vinyl Cut Lettering for this room would therefore be:
5A.04

DESK NUMBERING PRINTED CUT VINYL LABELS

Desk numbers are indicated in Blue. 15
Positioned 50mm from corner of desk.

END-OF-DESK AND PRINT POINTS PRINTED CUT VINYL ICONS

Locations are indicated in Green.

TEA POINTS PRINTED CUT VINYL ICONS

Locations are indicated in Purple.

LOCKERS PRINTED VINYL CUT LETTERING

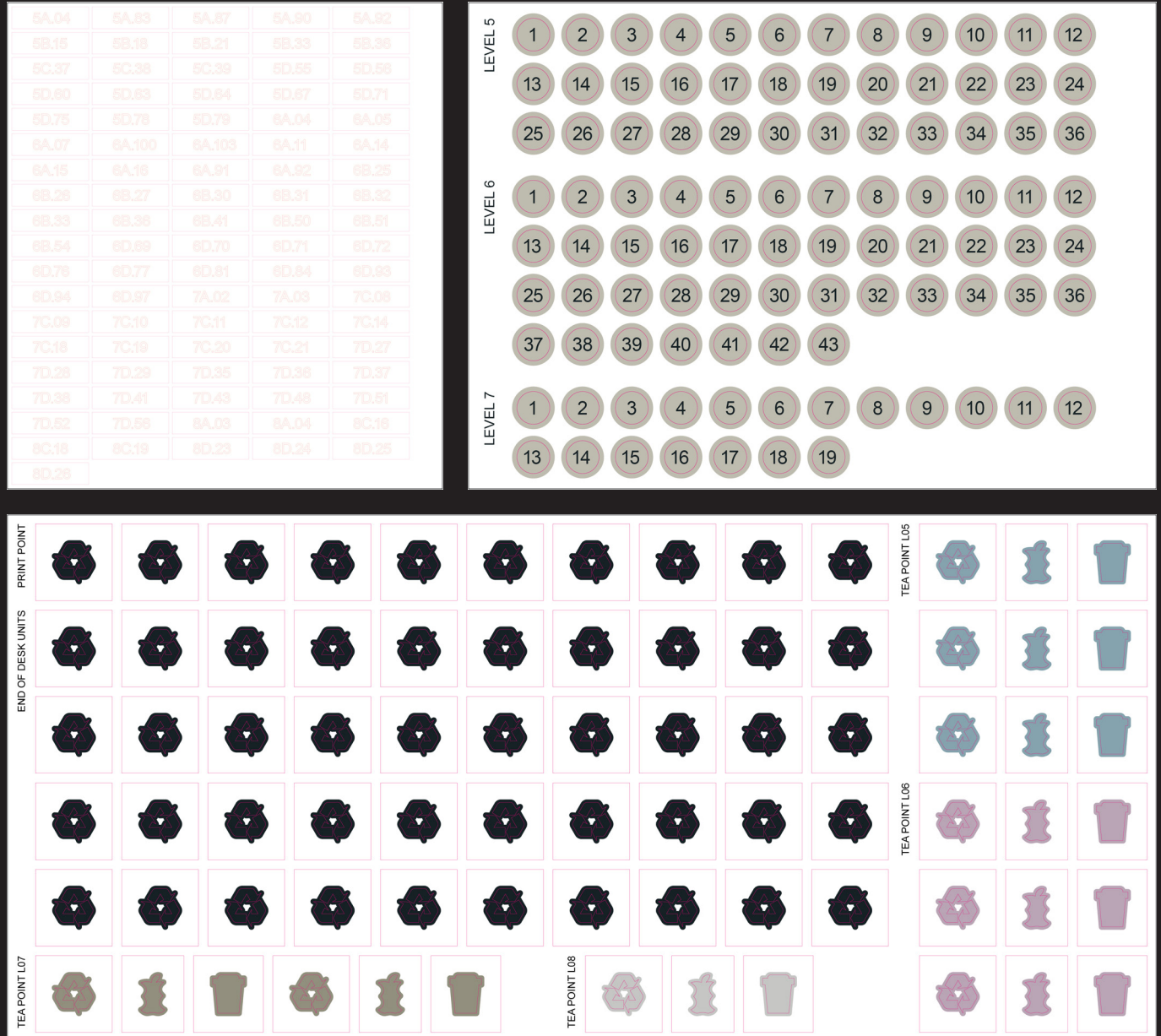
Locations are indicated in Orange.

Numbering of lockers should start at 01 and continue around the floor in order to 02.



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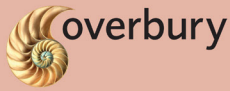
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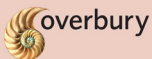


Case Study: BCG / BCG Digital Ventures Wayfinding

BCG Digital Ventures Project Room & Wayfinding Signage



WELCOME TO BCG DIGITAL VENTURES

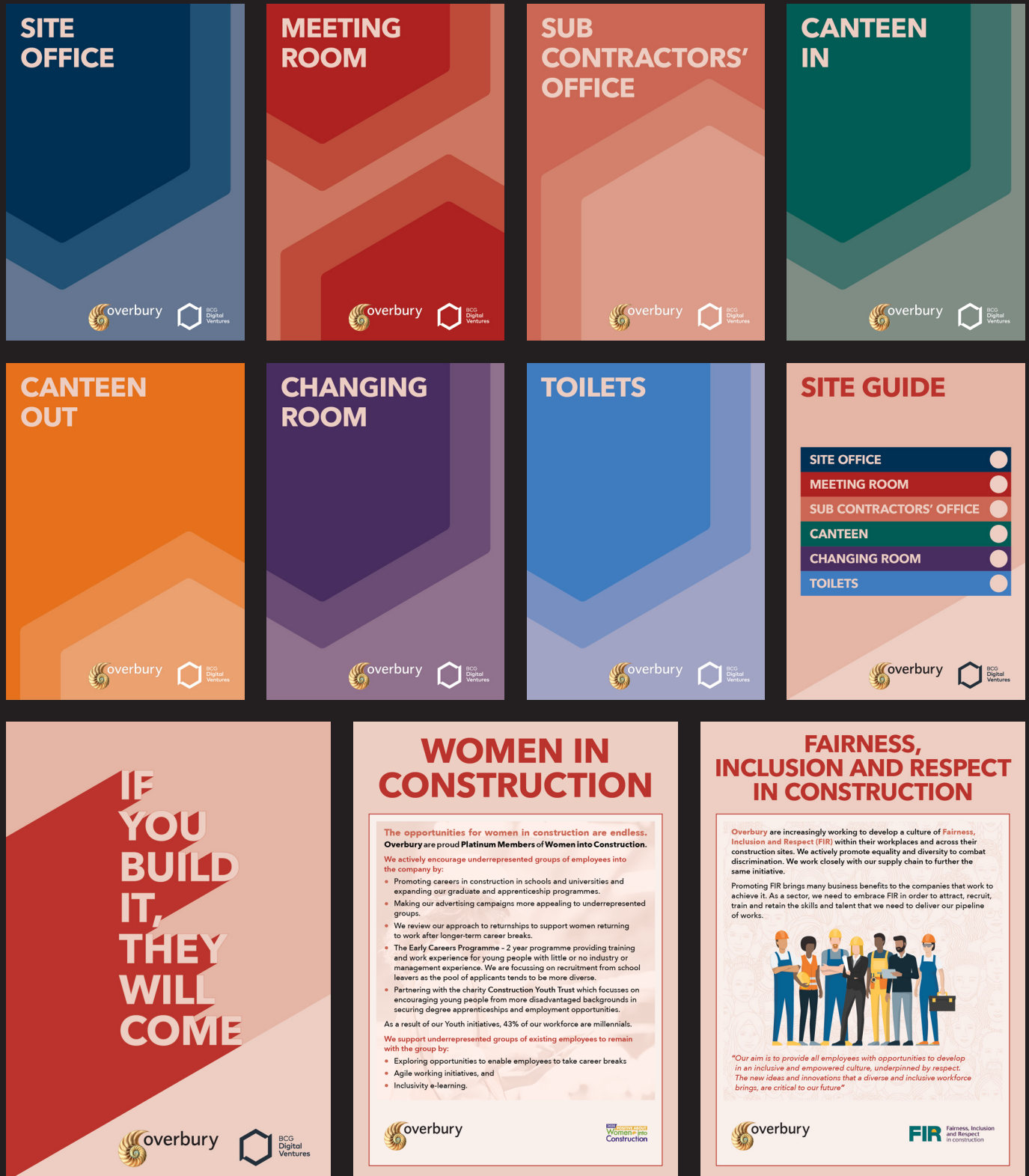


MEET THE TEAM



Case Study: BCG / BCG Digital Ventures Wayfinding

BCG Digital Ventures Project Room & Wayfinding Signage



Case Study: BCG / BCG Digital Ventures Wayfinding

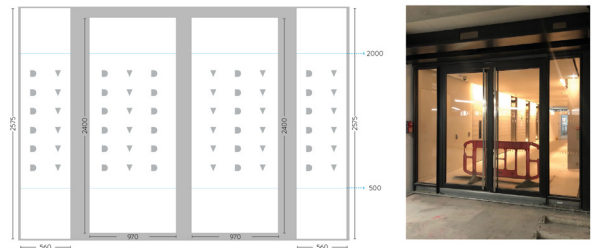
BCG Digital Ventures Office Signage

Overbury / BCG DV
Install Guide
29 September 2021 v1.0

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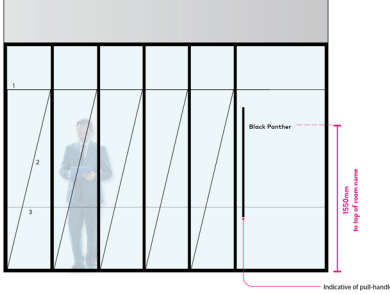
Entrance DV graphic blocks
Printed Vinyl

Photograph from site of actual doors




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Room Names
Acrylic Cut Lettering



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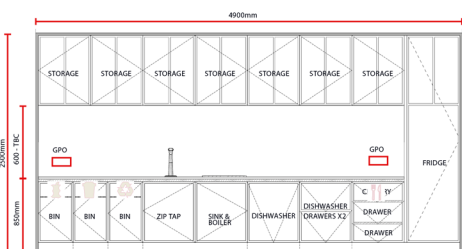
JI-14
ICONS - Client Layout/Bin Enclosure. Printed Vinyl



Where the joinery bins have flaps (on the town hall area) the decals should sit central to the width and height of the flap.
Where the joinery bins have an open flap they should sit 40mm below.

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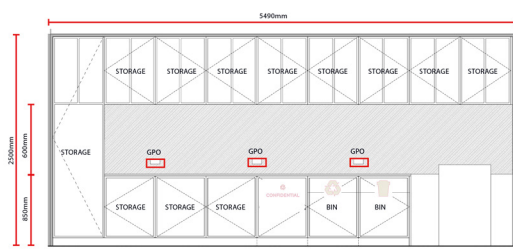
JI-16
ICONS - Outer Wings Teapoint. Printed Vinyl



Where the joinery bins have flaps (on the town hall area) the decals should sit central to the width and height of the flap.
Where the joinery bins have an open flap they should sit 40mm below.

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JI-17
ICONS - Left Wing Copy Point Joinery. Printed Vinyl



Where the joinery bins have flaps (on the town hall area) the decals should sit central to the width and height of the flap.
Where the joinery bins have an open flap they should sit 40mm below.

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